

Kelly Herd, Ph.D.

Associate Professor at University of Connecticut

Storrs, CT, US

Professor Herd focuses on creativity and product design as they relate to social cognition, identity, and emotions

Biography

Marketing professor Kelly Herd's research focuses primarily on creativity and product design as they relate to a variety of topics including social cognition, identity, and emotions. She is particularly interested in what motivates consumers to engage in aesthetic product design and how companies can better enable individuals to develop unique and effective solutions to fulfill their own needs and wants (e.g., customization) as well as those of the marketplace (e.g., crowdsourcing). Dr. Herd's has been published in the Journal of Consumer Research, Journal of Marketing, and Journal of Consumer Psychology. In 2010, she won both the Marketing Science Institute's Alden G. Clayton Dissertation Proposal Award and the Society for Marketing Advances' Best Retail Proposal Dissertation Award. Dr. Herd holds a Ph.D. in Marketing from the University of Colorado and a B.S. in Business Administration from Washington and Lee University. Prior to completing her Ph.D., she specialized in public relations and consumer research, developing marketing campaigns for clients including Toshiba, Disney, NBC, and Pepsi.

Areas of Expertise

Emotions, Product Design, Social Cognition, Consumer Behavior, Creativity, Identity

Education

University of Colorado

Ph.D.

Washington and Lee University

B.S.

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